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STUDYING HOME EXTENSION WORK  
IN NEW MEXICO

FOREWORD

This summarizes a study of home extension work in Grant County--one of a series of studies being made in New Mexico under the leadership of Elsie Cunningham, New Mexico State home agent.

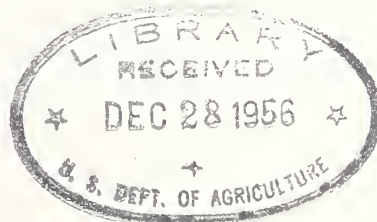
New Mexico home extension agents asked to have an opportunity to survey home extension work in their counties. Violet Shepherd, Grant County home extension agent, led the way in making this pilot county survey.

A cross section of homemakers in Grant County were personally interviewed to find out the extent to which homemakers know and participate in Extension, if and how they get extension information and to learn more about their present-day homemaking practices and their home interests. The interviews were made by 10 extension workers and 3 local leaders in March 1955.

The interviews with these homemakers gave further indication of changes that need to be made in extension teaching methods.

This report tells what we wanted to know, how the study was made, and how these findings point the way to improved programs and to more effective ways of carrying out the program in Grant County.

Gladys Gallup, Director  
Division of Extension Research  
and Training





1493

HOME ECONOMICS EXTENSION WORK  
IN GRANT COUNTY, NEW MEXICO

WHAT WE WANTED TO KNOW

1. What homemakers know about Extension.
2. How many homemakers and family members participate in Extension.
3. How homemakers obtain extension information.
4. What are the homemakers' interests and needs as indicated through present homemaking practices.
5. Extent to which some of these needs are met by the present extension program and through extension teaching methods.
6. What changes are needed in the extension program and extension methods.

HOW STUDY WAS MADE

The information in this study was obtained in March 1955, through personal interviews with 212 homemakers. The homemakers were selected at random and represented 5,775 ranch, farm, urban, and rural nonfarm families in Grant County. The homemakers selected in the sample represented three groups:

1. Homemakers who live on farms or ranches.
2. Those who live in the open country, or in small centers, or villages of less than 2,500 population.
3. Homemakers who live in a town or city of more than 2,500.

WHERE STUDY WAS MADE

Grant County in southwestern New Mexico was chosen for this pilot study. Silver City is the county seat with a population of about 8,000 -- the only town in the county which is classified as urban, and has a population of over 2,500.

There are in the county, according to the 1950 Census, 5,775 families. Thirty-five percent of these families live in Silver City and are classified urban, 55 percent of the families are classified rural nonfarm (they live in the open country, in small villages or center, but not on farms), and about 10 percent live on farms and ranches and are classified rural farm.

The farms

According to the 1950 Census there are 388 farms in the county - 65 percent are classified commercial, 9 percent part-time farms, 26 percent residential. Cattle raising is the major farm enterprise. There are only a few general dairy, or poultry farms. Farms are large in Grant County and many miles apart. The principal sources of income in the county are farming and mining.



What study shows about Grant County

Ranch or farm  
families sup-  
plement their  
farm income

Over half (54 percent) of the farm and ranch families get all their income from farming. Forty-six percent do some work off the farm. Some of the men in these families work in the mines. In fact, 7 percent of these families living on ranches or farms get no income from farming.

Transportation

Transportation facilities in the county are good. About one-third of the farms are located on hard-surfaced roads, gravel, shell, or shale and two-thirds are located on dirt or unimproved roads. However, in New Mexico where there is little rainfall the dirt or unimproved roads are passable most of the year.

Three-fourths of the farm families travel 10 miles or more to the shopping centers they visit most frequently, or the average distance reported for farm families is 24 miles.

A large proportion of the homemakers have cars available and can drive to meetings or events.

Percent

94 of farm and ranch families have an automobile or truck.

61 have both.

82 of the rural nonfarm families have an automobile or truck.

82 of the urban families have either.

Homemakers who drive:

Percent

79 farm and ranch

68 rural nonfarm

54 urban

The houses

Two-thirds of the houses average about 5 rooms. About one-third of the families, however, live in houses of 4 rooms or less and have inadequate space. Some of the larger families live in the smaller houses. Over 60 percent of all houses are: painted frame, brick, stone, concrete, cinder block, or stucco. Thirteen percent are unpainted frame. Twenty-four percent are adobe. These are mostly farm and ranch houses. There are a few trailers, also a few tar paper and prefabricated houses.



The houses of the rural nonfarm families are of poorer construction than houses of other families. Many of these houses are unpainted frame, and some are rented or company houses.

#### Home facilities

The home equipment is good, based on recognized standards for health, comfort, and efficiency.

| <u>Families having</u>  | <u>Percent</u> |
|---|----------------|
| Electricity . . . . .   | 96             |
| Mechanical refrigeration. . . . .   | 96             |
| Running water in the home . . . . .   | 84             |
| Power washing machine . . . . .   | 84             |
| Complete bathroom(bathroom with shower<br>or tub, flush toilet, and running<br>water) | 71             |
| Pressure canner or use of . . . . .   | 47             |
| Home freezer. . . . .   | 32             |
| Rented locker space . . . . .   | 13             |
| Electric ironer . . . . .   | 8              |

There is little difference in the equipment of rural and urban homes except that a higher percentage of farm homemakers, than other homemakers, have either a home freezer or rented locker space, and a pressure canner. A lower percentage of the rural nonfarm homemakers have complete bathrooms.

#### Communication facilities

Most homemakers reported having a radio and taking a newspaper.

#### Percentage reporting

| <u>Families with</u>                  | <u>All<br/>families<br/>Percent</u> | <u>Farm<br/>Percent</u> | <u>Rural<br/>nonfarm<br/>Percent</u> | <u>Urban<br/>Percent</u> |
|---------------------------------------|-------------------------------------|-------------------------|--------------------------------------|--------------------------|
| Radios                                | 91                                  | 96                      | 89                                   | 87                       |
| Newspapers, either<br>daily or weekly | 84                                  | 86                      | 77                                   | 91                       |
| Telephones                            | 38                                  | 33                      | 27                                   | 55                       |
| Television sets                       | 18                                  | 10                      | 10                                   | 34                       |

Practically all families can be reached through radio and newspapers. About the same percentage of farm, rural nonfarm and urban families have radios and subscribe to newspapers. But a higher percentage of urban families than those of the rural farm and nonfarm families have telephones and television sets.

## SUMMARY

The Grant County population is predominantly rural nonfarm and urban. There are not many farm and ranch families.

Nearly one half (46 percent) of the farm and ranch families supplement their incomes with work off the farm. Therefore, these families may have additional income for family living.

Roads and transportation are good; the large percentage of farm and rural nonfarm homemakers drive their cars, making it possible for them to get to meetings and events.

Based upon the ratio of persons to rooms, housing is inadequate for about one-third of the families. Home equipment is good based on recognized standards of health, comfort, and efficiency. However, 28 percent of the rural nonfarm homes are without running water and 43 percent are without complete bathrooms (bathrooms with shower or tub, flush toilet, and running water).

Apparently the home extension agent can reach practically all families over the radio and through newspapers. The telephone situation is not good, as over two-thirds of the rural families and over two-fifths (45 percent) of the urban families do not have telephones. Very few rural families have television sets.

### The Homemakers in Grant County

#### Years lived in county

All but 4 percent of the rural farm families had lived in the county 5 years or more as contrasted with 24 percent of the rural nonfarm and 27 percent of the urban.

Seventy-one percent of the farm homemakers have lived in the county 20 years or more as contrasted with 54 percent of the rural nonfarm and 43 percent of the urban.

#### Nationalities

Over two-thirds of the homemakers are Anglo-American; over one-fourth are Spanish-American; 1 percent are Indian, and less than that are Negro.

#### Ages

One-fourth of the homemakers (23 percent) interviewed are under 30 years of age. A much higher percentage of the homemakers under 30 live in rural nonfarm and urban centers. Conversely, there are twice as many homemakers 60 years of age and over living in farm homes than in other homes.

Children

Two-thirds of the homemakers interviewed have children. A higher percentage of the rural nonfarm and urban families than of the farm families have children 9 years and under. A higher percentage of the farm homemakers than of the other families have children of 4-H Club age (10 to 19 years).

Formal  
schooling

A higher percentage of the farm and ranch homemakers (79 percent) have had some high school or college work than have the rural non-farm (55 percent) or urban homemakers (60 percent).

More than one-fifth of all the homemakers have some college education. The presence in Silver City of what was once a teachers' training college but is now the New Mexico Western College is partly responsible for this high level of education. Only one-third of the homemakers interviewed had less than high school education.

Work away  
from home

Seventeen percent of the homemakers interviewed work for pay away from home. A higher percentage of the farm women work away from home than do the rural nonfarm or urban women.

SUMMARY

There is in the county a more stable farm population than rural nonfarm or urban. It may be easier to develop programs with continuity, therefore, with farm families than with the more transient rural non-farm and urban families. We need to work much more with rural non-farm and urban homemakers, however, if we are to work with an increasing number of homemakers with small children.

Over one-third of the homemakers interviewed have children of 4-H Club age. A little over one-fourth of these families with children of 4-H Club age have them enrolled in 4-H Club work.

A higher percentage of the older homemakers (60 years of age and over) live on farms than do the homemakers in the other two groups. To formulate programs and methods of working further with these older homemakers constitutes a challenge to us.

The high percentage of homemakers with high school or college education indicates a large potential leadership in the county.

In planning programs attention needs to be focused on reaching the homemakers who work away from home for pay. These constitute 19 percent of the total homemakers and 23 percent of the rural farm homemakers.

Knowledge and Participation of Homemakers in Extension

How many know  
Extension?

A large proportion of the homemakers of the county have some knowledge of extension work.

| Homemakers who:                       | <u>Percent</u> |
|---------------------------------------|----------------|
| Have some knowledge of extension work | 82             |
| Know the county agricultural agent    | 48             |
| Know the county home agent            | 45             |
| Have some knowledge of 4-H Club work  | 65             |

A higher percentage of farm homemakers than rural nonfarm or urban know about extension work and can identify the county agricultural agent, the home demonstration agent, and know about 4-H Club work.

How many home-  
makers are  
participating  
in home extension  
clubs?

Eleven percent of the homemakers interviewed are members of home extension clubs. (Seventeen percent farm homemakers, 14 percent rural nonfarm and 1 percent urban.) An additional 15 percent have been members in the past although they are not members this year. (Thirty-six percent farm, five percent rural nonfarm, four percent urban.) A higher percentage of farm homemakers, therefore, participate as contrasted with rural nonfarm or urban.

| Homemaker is:                                  | <u>Percent</u> |
|--|----------------|
| A member of a home extension club<br>this year | 11             |
| Not this year, but has been a member           | 15             |
| Never a member                                 | 74             |

Officers

Eleven percent of the homemakers interviewed are serving or have served as officers of home extension clubs.

To what  
organizations do  
homemakers belong?

Nearly three-fourths of the homemakers belong to some organization or attend meetings of an organization other than extension. There is an average of 1.7 organizations for those homemakers who reported.

| <u>Organizations</u>           | <u>Percent of<br/>homemakers</u> |
|--------------------------------|----------------------------------|
| Church and church organization | 55                               |
| Farm organizations             | 14                               |
| Lodges                         | 12                               |
| Parent-Teachers                | 9                                |



|  |    |
|--|----|
| Women's Federated  | 6  |
| Garden clubs   | 2  |
| Veterans' organizations  | 2  |
| Other organizations, including<br>social and civic organizations | 12 |

Have homemakers belonged to 4-H Clubs?      Eighteen percent of the homemakers reporting have been members of 4-H Clubs. Six percent of them have been 4-H Club leaders.

A higher percentage of the farm homemakers than of the rural nonfarm or urban homemakers have been 4-H Club members and leaders.

Children of 4-H Club age      Over one-third (35 percent) of the families have children of 4-H Club age (10 to 20).

Over one-fourth (29 percent) of these families have children in 4-H Clubs.

The farm families have a larger percentage of children of 4-H Club age (46 percent) and a higher percentage (45 percent) of their boys and girls were enrolled in 4-H Clubs than boys and girls of the other families.

#### SUMMARY

A high percentage (82 percent) of the homemakers in Grant County know about Extension. Two-thirds of them know about 4-H Club work and nearly one-half of the homemakers can identify the county agricultural agent and home demonstration agent.

Over one-fourth of the homemakers are members of home extension clubs or have been members in the past. This means that three-fourths of the homemakers have never belonged to home extension groups. Some of the reasons given by these homemakers are:

1. Too busy, no time, or too many activities.
2. Don't know about home extension clubs.
3. Small children.
4. Not interested.
5. Employed.
6. No opportunity, no club.
7. New in the community or move often.
8. Does not drive, no transportation, distance to travel.
9. Would be interested in becoming a member.
10. Never been invited to join.
11. Health does not permit, or sickness at home.
12. Too old.
13. Don't care for clubs, too social, already know about homemaking.

Of those homemakers, it is estimated from reasons given for nonparticipation, that over one-half of them would belong to a home extension group if available, if convenient to them, and if they are invited to join.

It is apparent that there are potential local volunteer leaders as 11 percent of the homemakers have served as officers of home extension groups and 6 percent have served as 4-H Club leaders.

About three-fourths of the homemakers participate in or attend organizations other than extension. Over one-half of them participate actively in church and church organizations. Fourteen percent (Thirty-four percent rural farm) are in farm organizations.

Eighteen percent of the homemakers reporting have been members of 4-H Clubs and some of them (6 percent) have been 4-H Club leaders.

Thirty-five percent of all families interviewed have children of 4-H Club age (10 to 20 years). Over one-fourth of these families have children in 4-H Clubs this year (1955 when study was made).

A higher percentage of farm homemakers than of other homemakers:

1. Know about extension.
2. Know who are the county extension workers.
3. Know something of 4-H Club work.
4. Belong this year or have belonged to home extension groups.
5. Have served as officers of home extension groups.
6. Have been members of 4-H Clubs.
7. Have been leaders of 4-H Clubs.
8. Belong to farm organizations.
9. Have children of 4-H Club age.
10. Have a higher percentage of children of 4-H Club age enrolled in 4-H Clubs.

How Do The Homemakers of Grant County  
Get Information from Extension?

Over three-fourths of all homemakers have been contacted through the different extension teaching methods used in home extension work.

The sources of extension information are given in order named.

| Sources of extension information<br>as given by homemakers   | Percentage of<br>Homemakers |
|--|-----------------------------|
| Listened to county agents over radio                         | 59                          |
| Read county home agents' articles in newspaper               | 56                          |
| Received extension information from friends<br>and neighbors | 31                          |

|  |    |
|--|----|
| Bulletins and leaflets from New Mexico extension service                         | 27 |
| Extension meeting conducted by county home demonstration agent                   | 17 |
| Mimeographed newsletter or circular letter from county home demonstration agent  | 14 |
| Received a typewritten or individual letter from county home demonstration agent | 12 |
| Watched home agent on television   | 11 |
| Had a visit from county home demonstration agent                                 | 10 |
| Attended an extension club meeting taught by local leader                        | 9  |
| Attended community or countywide extension meeting conducted by extension worker | 9  |
| Visited county agent's office  | 8  |
| Received New Mexico Extension News   | 8  |
| Called home agent on telephone   | 7  |
| Extension workshops  | 6  |

Mass media reach a much higher percentage of people in the county than do other methods, as shown in the following table with sources of extension information grouped into four classifications:

| How extension information has been received | Extension information received through:     | Percentage of homemakers receiving information |
|---|---|--|
|   | 1. Mass media methods                       | 77   |
|   | 2. Indirect influence friends and neighbors | 31   |
|   | 3. Personal contact methods by agents       | 21   |
|   | 4. Group methods                            | 19   |

About the same percentage of farm, rural nonfarm, and urban homemakers were reached through mass media. But a larger percentage of farm homemakers than rural nonfarm or urban homemakers were reached through indirect influence, through personal contact and through group methods.

Homemakers contacted through mass media Three-fourths of all the homemakers have been contacted through extension mass media: extension newspaper articles, New Mexico Extension News, extension bulletin, leaflets, radio, and television.

Through indirect influence About one-third of the homemakers received extension information from friends and neighbors.

Through personal contact methods One-fifth of the homemakers received extension information through personal contact methods, such as home visits, calls at agent's office, telephone calls, and individual letters from county extension agent's office.



Through group  
methods

One-fifth of the homemakers received information through such group methods as extension club meetings, extension workshops, general community or countywide meetings.

Do homemakers  
read the home  
extension agent's  
articles?

Over 80 percent of all homemakers read a newspaper. Of these homemakers who read a newspaper two-thirds read the county home agent's articles. About one-half of the homemakers read the articles regularly, over one-fourth of them read the articles two or three times a month and over one-fourth read them about once a month.

|  | <u>Percent</u> |
|--|----------------|
| Homemakers who read a newspaper regularly                          | 84             |
| Homemakers in this group who read the county home agent's articles | 66             |
| Regularly (once a week)  | 46             |
| Frequently (2 or 3 times a month)                                  | 27             |
| Occasionally (once a month)  | 28             |

Radio and Television Broadcasts

Do homemakers  
listen to  
extension radio  
and television  
broadcasts?

One of the county extension agents broadcasts each day. Over 90 percent of the homemakers have a radio. Two-thirds of these homemakers have listened to one of the county agents' broadcasts. About one-half of the homemakers listen at least once a week, about one-fourth listen 2 or 3 times a month; and about one-third listen about once a month.

|  | <u>Percent</u> |
|--|----------------|
| Homemakers who have a radio in working order                                       | 91             |
| Homemakers in this group who have listened to one of the county agents' broadcasts | 65             |
| Regularly (at least once a week)   | 46             |
| Frequently (2 or 3 times a month)  | 24             |
| Occasionally (once a month)  | 30             |

Only 18 percent of the homemakers have a television set. Over one-half of these homemakers have watched the El Paso home agent's television program.

Do homemakers  
get information  
through 4-H Club  
work?

Over one-half of the homemakers read 4-H Club news articles. About one-half of the homemakers have heard the associate agent on radio. A few have attended 4-H community or countywide extension meetings or 4-H Club events; have received 4-H bulletins, leaflets and other written materials; and have visited the associate agent in her office.

A higher percentage of farm homemakers than of the others have been contacted through extension teaching methods used by the associate 4-H Club agent.

#### SUMMARY

The extreme importance of mass media in channeling extension information becomes at once apparent. Twice as many homemakers had received extension information through mass media than through any other method.

The printed word has proved to be popular and an efficient means of getting information out to people. The homemaker can read it at a convenient time and can reread or study it when she needs to apply the information.

Radio is an efficient means of getting extension information before the people. Television is not yet in as many homes as radio but its presence as well as its absence needs to be borne in mind.

These mass media figures show the possibilities of reaching a high percentage of the families with extension information.

Not a large percentage of homemakers had attended extension meetings. Further development of local leaders to assist with meetings of special interest to people in their communities might increase participation in meetings.

Not a large percentage of homemakers had been visited by the home extension agent. A home extension agent's time is limited in the amount that she can devote to home visits.

A higher percentage of rural farm homemakers than of the others were contacted by means of all methods except television.

#### Food Production for Home Use

Raising vegetables  
for home  
consumption

Forty-one percent of the families raise some vegetables for home consumption. The more popular vegetables are tomatoes, carrots, onions, beans, peppers, and chili. Twice as many farm families as rural nonfarm and urban raise vegetables. Only 6 percent of the families have a frame garden.

Raising milk,  
poultry, eggs,  
and meat for  
home use.

Two-thirds of the farm families and one-fourth of the rural nonfarm families produce most of the poultry and eggs used in their homes. Very few urban families produce poultry or eggs.

About two-thirds of the farm families produce milk used at home, but very few rural nonfarm or urban families do so.

About three-fourths of the farm families produce most of their beef used at home and about one-third produce pork for home consumption - practically none of the other two groups produce it.

Home canning  
of food

Food preservation.

About half of all the families have a pressure canner or the use of one. Four-fifths of the farm families, one-third of the rural nonfarm and one-fourth of the urban families have a pressure canner.

More than half of the families can food -- fruits, vegetables, tomatoes, and meat. Eleven percent of the farm families can meat. A higher percentage of farm families than rural nonfarm or urban can food. A higher percentage of homemakers can food than freeze food.

Home freezing  
of food

Over two-fifths of the families have a home freezer or rented locker space - 72 percent of the rural farm homemakers as compared to 23 percent of the rural nonfarm and 28 percent of the urban homemakers. A much higher percentage of the farm homemakers freeze foods than do the rural nonfarm or urban homemakers.

| Homemakers who: | <u>Percent</u> |                             |                                |              |
|-----------------|----------------|-----------------------------|--------------------------------|--------------|
|                 | <u>Total</u>   | <u>Rural</u><br><u>farm</u> | <u>Rural</u><br><u>nonfarm</u> | <u>Urban</u> |
| Can any food    | 51             | 75                          | 41                             | 39           |
| Freeze any food | 39             | 69                          | 30 <sup>1</sup>                | 18           |

Drying foods

Few families dry food. Foods dried are principally chili, beans, apples, and meat.

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<sup>1</sup> Evidently some of the rural nonfarm homemakers use freezing compartments in their refrigerators or use freezers belonging to others.

Buying  
vegetables

In the week preceding the survey (the first week in March 1955) three-fourths of the families had bought fresh vegetables, over one-half of them bought canned vegetables, over one-third bought frozen vegetables, and about one-fifth bought dried vegetables. The homemakers in the three classes varied little in regard to their preference for fresh, frozen, canned or dried vegetables which were purchased in that order.

Five factors are considered by homemakers in deciding whether to buy fresh, frozen, or canned vegetables. They are given in order named.

1. Preference - like it better or flavor better.
2. Convenience.
3. Seasonal availability.
4. Quality.
5. Price.

In buying canned vegetables over four-fifths of the homemakers read labels on the cans.

Following in order named is the information looked for by homemakers.

| Percentage of homemakers who<br>read labels looked for: | <u>Percent</u> |
|---|----------------|
| Brand names   | 82             |
| Style of pack   | 45             |
| Size of container                                       | 36             |
| Number of servings                                      | 15             |
| Suggestions for serving recipes                         | 13             |
| Price   | 8              |
| Quality   | 5              |

With higher incomes and better times, price does not seem so important as other items, such as brand name, style of pack. However, price is significant in teaching how to get the most out of the dollar spent for food.

Buying  
fruits

Two-thirds of the homemakers buy fresh fruits, one third canned fruits, 16 percent frozen fruits, and 14 percent dried fruits. About one-fourth of the families bought no fruit or fruit juices.



Production of  
milk and using  
milk in cooking

Sixty-eight percent of the rural farm families, 9 percent of the rural nonfarm, and 2 percent of the urban, produce their own milk. A higher percentage of families use canned milk than dry milk in cooking.

| <u>Homemakers using milk<br/>in cooking.</u> | <u>Percentage of homemakers</u> |                       |                          |              |
|--|---------------------------------|-----------------------|--------------------------|--------------|
|  | <u>Total</u>                    | <u>Rural<br/>farm</u> | <u>Rural<br/>nonfarm</u> | <u>Urban</u> |
| Fresh milk                                   | 68                              | 93                    | 50                       | 61           |
| Canned milk                                  | 61                              | 38                    | 66                       | 79           |
| Dry milk                                     | 19                              | 17                    | 15                       | 27           |

A higher percentage of the rural nonfarm and urban homemakers use canned milk than those who use fresh milk in cooking.

| <u>Homemakers drink each day: Percentage of homemakers</u> |    |
|--|----|
| One glass  | 29 |
| Two or more glasses  | 37 |
| No milk  | 34 |

A third of the homemakers drink no milk at all. A slightly higher percentage of the urban homemakers drink milk than do the other homemakers. Of those homemakers who did not drink milk their most frequent reason for not drinking it was that they did not like it. Other reasons were: allergic to it, too expensive, gall bladder trouble, doctor's orders, makes me gain weight, or limited supply.

Food habits of  
homemakers

Homemakers were asked how often they ate certain basic foods. The homemakers stated they ate these foods at least once a day:

|  | <u>Percent</u> |
|--|----------------|
| Green leafy or yellow vegetable                          | 55             |
| Raw cabbage, tomatoes, tomato<br>juice, or citrus fruits | 68             |
| Meat, poultry, or fish                                   | 58             |
| Eggs   | 57             |

Based on nutrition recommendations, consumption of these foods is below acceptable standards. Farm, rural nonfarm, and urban people showed a surprisingly small difference. The urban people's diet was slightly superior to the others.

## SUMMARY

About two-thirds of the rural farm or ranch families produce vegetables, meat, poultry, eggs, and milk for home use. A few of these families and a few rural nonfarm families have frame gardens for vegetable growing.

A few of the rural nonfarm families, but practically no urban families, produce poultry and eggs. Therefore, a large percentage of rural farm or ranch families and some rural nonfarm families may be interested in further assistance in production of food. It is obvious that this subject, as such, would be of little interest to the urban homemakers.

More than one-half of the families can some food and over one-third of the families freeze some food. A much higher percentage of rural farm than of the other families can and freeze foods. However, the rather large proportion of families doing some canning and freezing of fruits and vegetables suggests that homemakers in all groups, particularly the rural farm, might be interested in further information on variety, quality, availability, and seasonability of fruits and vegetables which best lend themselves to canning and freezing.

Over one-half (58 percent) of the rural farm families freeze meat; 19 percent of the rural nonfarm and 13 percent of the urban families. There should, no doubt, be further interest in this subject, particularly on the part of the rural farm homemakers.

It is obvious that there is considerable food produced, canned, and frozen by the families in the county, principally by the farm families, but also, it is obvious that there is a substantial amount of food purchased. This raises the question as to further attention being given to the best possible food purchases. A higher percentage of homemakers bought canned rather than frozen vegetables during the week of the survey. The common conception of families may be that canned vegetables are always less expensive than frozen vegetables. This, of course, varies with seasons and availability in deciding whether to buy fresh, frozen, and canned vegetables.

In buying vegetables, however, the homemakers pay much more attention to family preferences or likes than to price. Almost no one mentioned paying attention to the nutritional value of food.

These factors considered by homemakers in buying vegetables raise two questions: First, the need to get further information to homemakers on comparison of canned and frozen vegetables as to costs, food values, quality, availability, seasonability; and, second, the need to tie our teaching to family preferences and likes.

The information considered by homemakers in reading labels on cans raises questions as to further attention being given to information on can, such as size of container as against price, as well as brand name.

Over two-thirds (68 percent) of the farm or ranch families produce their own milk. Very few of the other families produce milk. A higher percentage of the rural nonfarm and urban homemakers use canned milk than those who use fresh milk in cooking, and a much higher percentage of all families use canned milk in cooking than those who use dry milk.

Over one-third of the homemakers do not drink any milk; less than one-third (29 percent) drink about 1 glass; and over one-third (37 percent) drink 2 or more glasses per day. Based on recommendations that adults need 1 pint of milk a day, it is apparent that only a little over one-third (37 percent) of the homemakers are drinking enough milk. Also it is apparent that a slightly higher percentage of the farm or ranch families than of the other families drink no milk.

Reasons given for not drinking milk raises the question of quality and care of home produced milk, also whether or not the homemakers have had adequate information on dry milk, which might increase the consumption of milk in the diet.

Based on nutrition recommendations, consumption of vegetables, fruits and fruit juices, milk, meat or fish, poultry, and eggs is below acceptable standards.

This raises these questions:

1. Could better food habits be encouraged by an appeal to people through better buying practices?
2. A high percentage of the homemakers (73 percent) mentioned that in buying canned and frozen vegetables they pay attention to family preferences and likes. Could further attention in field of foods and nutrition be tied in with this interest?

Should the extension program put more emphasis in helping homemakers:

1. Appreciate the importance of a well-balanced diet?
2. Know how to plan well-balanced meals?
3. Know what foods are needed daily to meet health needs?
4. Improve quality of milk supply?
5. Get the most food value for every dollar spent?



Some Present Practices in Home Management  
Home Furnishing, and Housing

Home account  
records

Nearly one-half of the homemakers (48 percent) keep some kind of a record of family living expenses, such as cancelled checks, receipts, account books. Only 14 percent use a home account book or a budget book. A higher percentage of farm homemakers than rural nonfarm or urban families keep records.

Changes made  
in houses the  
past 2 or 3  
years

Over one-third of the families had made some changes in their houses in the past 2 or 3 years. Some of these changes were: they painted or redecorated; remodeled; put in new fixtures such as bathtubs, sinks, cesspools, water tanks, water heaters; added rooms; put in cupboards, running water, new wiring, linoleum, and plumbing; or put on new roofs.

Changes made in  
kitchens past 2  
or 3 years

Over one-fourth of the homemakers have made changes in their kitchens, such as builtin features, including cabinets and work space; rearrangement of equipment; and installation of new equipment.

Changes made in  
storage past 2  
or 3 years.

Fifteen percent of the homemakers have made changes in storage, such as adding a utility room; putting up shelves in order to make more space for storing groceries, cooking utensils, dishes, cleaning equipment, and clothes.

Sources of ideas for  
changes in housing

Many sources of ideas were mentioned: They are given in order named. Own ideas, family members, neighbors, friends, magazines, bulletins, leaflets, home extension agent, home extension club, and homes of others.

How many  
homemakers said  
they need additional  
storage?

The homemakers (116) report they need additional storage space for clothes, food, and additional utensils.

Refinishing or  
upholstering of  
furniture in the  
past year or two

One-fifth of the families had refinished furniture. Eighteen percent had upholstered or reupholstered furniture.

Where did they learn to refinish their husbands, other family members, friends, or upholster home extension agent, magazines, stores, extension furniture? workshop, high school, directions on can, carpenter, cabinetmaker, or upholsterer.

To what extent do homemakers repair percent rural nonfarm, and 18 percent urban their own electric homemakers repair their own electric cords or plugs? cords or plugs? plugs. They reported that they learned how to do this from experience (trial and error) from their husbands, other members of their family, and from high school and leaflets. Seven percent of the farm homemakers learned from the home extension agent.

What improvements do the homemakers they would like to make improvements but they intend to make in live in company or Government houses and they their homes in the depend on owners to make the improvement. next year or two?

Estimated on the basis of the sample of 212 families interviewed, the number of families in the county wanting to make improvements the next year or two are:

| Improvements<br><u>planned</u>  | Number of<br><u>families</u> |
|---|------------------------------|
| Adding rooms  | 924                          |
| Painting (inside and outside)   | 693                          |
| Remodeling  | 289                          |
| Enclosing or building new porch   | 231                          |
| Building more storage space   | 231                          |
| New closets   | 173                          |
| Build new house   | 173                          |
| Plaster   | 116                          |
| Other: (New drapes or rugs, new<br>linoleum, new floors, new or<br>repair roof) | 462                          |

#### SUMMARY

Not many homemakers keep a record of family living expenses. This raises a question of further emphasis on farm and home records.

The number of families refinishing and upholstering furniture indicates interest in decorating and furnishing homes attractively.

Over one-half of the homemakers reported needing storage space, and the large number of families wanting to make home improvements indicates the need of much further emphasis on storage, housing, and furnishings.

The homemakers attribute ideas for changes made to many sources such as friends, magazines, stores, cabinetmakers as well as to Extension sources. Workshops on refinishing and reupholstering stand out as a helpful extension method.

### Present Practices in Clothing

What percentage of homemakers sew?

Eight out of ten homemakers do some sewing. A higher percentage of the rural farm (90 percent) and rural nonfarm homemakers (88 percent) than of the urban homemakers (56 percent) do some sewing for themselves and children.

Reasons for doing home sewing

Two-thirds of those who sew do so because they like it. Sixty-one percent say they sew for economy and 24 percent because of necessity. A large portion of those who mentioned necessity were farm women. Only 18 percent dislike to sew for themselves and only 9 percent dislike sewing for their children.

Sewing machines

Over three-fourths (79 percent) of the homemakers have sewing machines - 46 percent have electric machines and 56 percent have treadle machines. This indicates that a few families have both. Ninety-three percent of the homemakers having sewing machines have used them during the past 2 or 3 years.

Where homemakers learned to clean and adjust machines

One-third of the homemakers who have sewing machines have taken them apart to clean and adjust them. The homemakers learned to do this, in the order named: through own experience, sewing machine manual, mother, husband or other relative, learned how during WPA days on sewing projects, sewing machine company, extension club, home extension agent, or magazines.

Articles made by those homemakers who reported that they used sewing machines the past 2 or 3 years

| Homemakers used sewing machines to:                 | <u>Percent</u> |
|---|----------------|
| Mend and repair                                     | 89             |
| To make:  |                |
| Cotton dresses                                      | 82             |
| Aprons  | 71             |
| Curtains and draperies                              | 61             |
| Pajamas   | 50             |
| Make over clothes                                   | 44             |
| Wool and rayon dresses                              | 36             |
| Boys' and men's shirts                              | 32             |
| Slip covers   | 28             |
| Wool coats and suits                                | 10             |
| Other clothing (includes baby clothes, gifts, etc.) | 17             |

There is little difference in types of articles made as to whether homemaker was rural farm, rural nonfarm, or urban.

Use of patterns  
in making dresses

Of the 142 homemakers who make dresses, 85 percent usually use a pattern; about one-third of these homemakers who use a pattern have trouble in making their patterns fit.

Have homemakers  
who sew learned  
any new things  
about sewing  
during the last  
few years?

One-fourth of the 53 homemakers who sew stated they had learned the following sewing practices (reported in order named): putting in zippers, making buttonholes, setting in sleeves, machine basting, use of stay line, marking of grain line, using a pattern, use of seam guide, use of pressing equipment, making shoulder pads, grading seams, and ways to put on a collar.

Where did these  
homemakers learn  
these new methods  
in home sewing?

Homemakers stated they learned new methods in the order named from: clothing workshops conducted by Extension, the home extension agent, mother and relatives, sewing machine courses, own experience (trial and error), instruction booklet with machine, neighbors and friends, magazines, college, bulletins and other extension leaflets.

In buying goods  
for making cotton  
dresses, what does  
the homemaker  
consider?

The factors that influence homemakers are given in the order named: color, serviceability, design, price, appearance, color fastness, shrinkage; whether machine washable, quality, width of cloth, suitability to pattern, type of finish of cloth, whether hand washable, brand name, and whether crease resistant. The range is from 61 percent who named color to 3 percent who named crease resistant.

Do homemakers read  
labels and tags on  
garment (besides  
the price tag) when  
buying readymade  
garments?

Seventy-six percent of the homemakers usually read the tags, 9 percent do sometimes, and 15 percent never.

In selecting dress  
accessories do the  
homemakers have  
problems?

One-third of the homemakers reported these problems in the order named: Getting suitable shoes, lack of availability of accessories, difficulty in making choices, getting accessories that match, high cost of accessories, getting right colors, correct styles, and selecting hats.



Storage for  
clothing

Of the 212 homemakers, 116 (55 percent) said they needed additional storage space. A large percentage of those needing storage space need it for hanging clothes, for folded clothes, for household linens, and for outside wraps and boots.

SUMMARY

A large percentage of the homemakers sew and, therefore, not only selection of materials is important but also construction. A larger percentage of farm (90 percent) and rural nonfarm homemakers sew (88 percent) than do urban homemakers (56 percent). The large percentage who like to sew indicated the importance of sewing in helping homemakers to develop and use skills. Also the large percentage of homemakers using sewing machines would indicate considerable home sewing. The variety of home sewing shows such sewing as mending and repairing, making over clothes, and making cotton dresses rather than the more difficult garments such as wool suits. Further emphasis is needed on use of patterns as about one-third of the homemakers who use patterns in making dresses have trouble in making the patterns fit.

Selecting suitable and available accessories offers some problems to homemakers.

The large percentage of homemakers needing storage space for clothing indicates need of further emphasis on clothing storage.

The homemakers indicate that they get help in clothing from many sources such as sewing machine manuals and magazines. The clothing workshops stand out as a helpful extension method.

Some Present Practices in Health

Over one-third (36 percent) of the families had made use of free health services during the past year.

At least one member in 65 percent of the families had a physical checkup. In 59 percent of the families someone 20 years of age and over had a checkup. No one in 35 percent of the families interviewed had a checkup during the past year. This raises a question as to further emphasis on the need of frequent physical checkups.

#### WHO INTERVIEWED GRANT COUNTY HOMEMAKERS?

Miss Elsie Cunningham, State home agent.  
Mrs. Dorothy Hanny, State home management specialist.  
Miss Rheba Boyles, State clothing specialist.  
Miss Violet Shepherd, Grant County home extension agent.  
Mrs. Mary B. Nelson, Chaves County home extension agent.  
Mrs. Frances McGee Funk, Socorro County home extension agent.  
Miss Amelia Highes, Dona Ana County home extension agent.  
Miss Reba Smith, Hidalgo County home extension agent.  
Mrs. Catherine Beauchamp, editor, Extension Service Review,  
Federal Extension Service, USDA.  
Miss Gladys Gallup, Federal Extension Service, USDA.  
Mrs. Taylor McDonald, Silver City, local leader.  
Mrs. J. A. Fraser, Hurley, local leader.  
Mrs. A. D. Torres, Hurley, local leader.

#### HOW THE INTERVIEWERS WERE TRAINED

On the first day of the survey a training meeting was held. County Agricultural Agent Stuart Stirling and Home Extension Agent Violet Shepherd discussed the geography, farming, and industry in the county; brief history of the extension work in the county; extension programs carried during the current year and past years; communication channels in county, such as newspapers, radio stations; organization of county for carrying on extension; and extension methods used.

The interviewers were given careful instruction, including purpose of the survey, the purpose back of each question on the schedule, how to interview, the location of families on maps, and the essential number of call backs requested to be made.

The interviewers met each night during the week to go over the schedules and to learn location of families to be visited the next day.

#### ACKNOWLEDGMENT

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Mrs. Amy G. Cowing, in charge of readability research, Division of Extension Research and Training, Federal Extension Service, USDA, assisted in the preparation of copy.







